at least one dynamic wireframe representing a multi-dimensional arrangement of the personalized content items; and

at least one static wireframe for receiving embedded dynamic wireframe references, whereby the resulting web page can be personalized through the embedding of the dynamic wireframe references.

8. The apparatus of claim 7, wherein the multi-dimensional arrangement includes columns of a certain width, whereby each column contains a number of individual personalized content items.

9. The apparatus of claim 8, wherein the personalized content items are stacked vertically in the columns.

10. The apparatus of claim 7, wherein further included are different versions of default layouts for the personalized content items in a dynamic wireframe.

11. The apparatus of claim 10, wherein each version is targeted for a different group of users.

12. The apparatus of claim 10, wherein the different versions are created by an administrator.

13. The apparatus of claim 12, wherein end users maintain at least one personal version of the layout of the personalized content items in a dynamic wireframe, the personal version being derived from the default versions created by the administrator.

14. The apparatus of claim 12, wherein end users can selectively personalize the layout of dynamic wireframes, with each column of the dynamic wireframe being comprised of sections, with the personalized content items of certain sections being determined by the choices of the end user, and the personalized content items of certain other sections being chosen, positioned and managed by the administrator.

15. The apparatus of claim 14, wherein the certain sections being determined by the choices of the end user include a middle section.

16. The apparatus of claim 15, wherein the certain other sections being chosen, positioned and managed by the administrator include top and bottom sections.

17. The apparatus of claim 7, wherein the web-based applications are business applications.

18. The apparatus of claim 7, wherein the personalizable content items are portal objects for rendering a web portal page.

19. The apparatus of claim 7, wherein the apparatus for rendering personalized information on web pages is an extension of the ACS Presentation Layer.

20. A method for rendering personalized information on web pages generated through the use of a layer that utilizes dynamic and static wireframes for presenting the personalized information, the method comprising:

forming a plurality of personalized content items which represent specialized views of web-based applications;

using at least one dynamic wireframe to represent a multi-dimensional arrangement of the personalized content items; and

using at least one static wireframe for receiving embedded dynamic wireframe references, whereby the resulting web page can be personalized through the embedding of the dynamic wireframe references.

21. The method of claim 20, wherein the personalized content items are portal objects for rendering a web portal page.

22. The method of claim 21, further comprising:

arranging the potential styles of the rendered web page as a list of candidates with associated criteria;

determining if the criteria are met and selecting a candidate;

using the associated style as the default for the web page and overlaying user style preferences thereon.

23. A method for rendering personalized information on web pages generated through the use of a layer that utilizes dynamic and static wireframe layouts for presenting the personalized information, the method comprising:

forming a plurality of personalized content items which represent specialized views of web-based applications;

establishing a set of rules for a user that will be used to affect a user layout of the personalized content items;

selecting an appropriate version of a dynamic wireframe layout for the user based upon the evaluation of the set of rules;

utilizing static wireframe layouts as needed for the personalized information; and

presenting the personalized information for the user according to rendering of the static and dynamic wireframes.

24. The method of claim 23, further comprising:

establishing a privilege access level for the user;

automatically adjusting the personalized content items constituting the dynamic wireframe of the user layout based upon any changes in the privilege access level of the user since the last session of the user.

25. The method of Claim 23, wherein each personalized content item has an associated composite step and port, the method further comprising:

replacing personalized content item references with code snippets obtained by execution of composite step and port.

26. The method of Claim 25, wherein the code snippets include HTML snippets.

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27. The method of Claim 23, wherein each personalized content item has an associated set of properties, the method further comprising:

providing a hierarchical system of personalized content item properties, whereby the appropriate set of properties for a specific personalized content item is based upon the evaluation of the rules.

28. The method of claim 27, wherein the hierarchical system is multi-dimensional.

Respectfully submitted,

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Jeffrey D. Wheeler
Reg. No. 39,066

McAndrews, Held & Malloy, Ltd.
500 W. Madison, Suite 3400
Chicago, IL 60661
312 775 8000